Here's the inside story on all the colorful things that have happened at Apple.

Go ahead, accuse us of sensationalism.

Over the next four pages, we're going to bare our specs and divulge all the nitty gritty details about the latest developments to come out of Apple Computer.

Starting with our new Apple® ColorMonitor IIe and Color-Monitor IIc.

In all modesty, we think these are the best color monitors you can buy at any price for your Apple II, II+, IIe or IIc personal computer.

Both have composite color, 13-inch screens that let you produce a dazzling array of multi-hued graphics. Without going to the expense of adding an RGB interface card or external adaptor.

Simply plug the monitor directly into the video output jack on the back

of your Apple, and you're ready to start computing in living color.

Which is terrific for games and graphics oriented programs like Apple Logo II, Instant Pascal™ and Dazzle Draw.

But not quite so terrific for text programs. As anyone who's ever gone blurry-eyed from trying to read words on a color CRT will readily attest.

Not to worry.

We've designed both Color-Monitors to automatically go from color to a high resolution, 80-column monochromatic mode anytime you use text software.

As you can see, we've also styled each ColorMonitor to fit in with our family looks. The Color-Monitor IIc is pure white, and has an optional rigid stand. While the ColorMonitor IIe is designed to rest
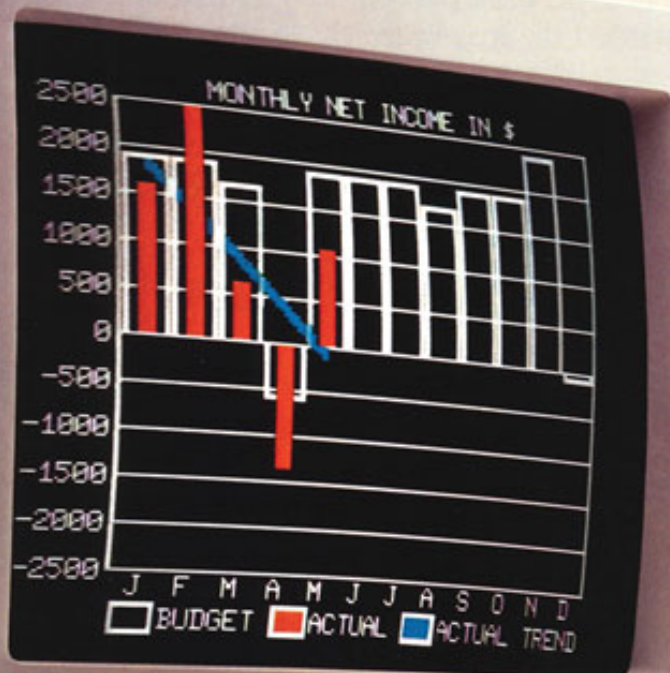

The ColorMonitor IIe on a IIe.

The ColorMonitor IIc on a IIc.

on top of your Apple IIe, and comes in our favorite shade of beige.

And thanks to some particularly bright Apple engineers, our ColorMonitors are compatible with virtually all existing Apple II software.

Well, there you have it. The scoop on one of the most colorful events in Apple history. But as you might expect, it's certainly not the whole story.

If you turn the page, you'll see that the saga continues.

MONTHLY NET INCOME IN $

2500
2000
1500
1000
500
0
-500
-1000
-1500
-2000
-2500

J F M A M J J A S O N D

□ BUDGET   ■ ACTUAL   ■ ACTUAL TREND

The truth about our new color printer in black and white.

In case you haven't heard, Apple has a whole new cast of characters.

Our ImageWriter™ II printer.

Like its predecessor, the original Apple ImageWriter, our ImageWriter II is one of the most dependable dot matrix printers very little money can buy. And it's compatible with every Apple personal computer.

But that's where the similarities end.

The ImageWriter II prints faster and clearer than the original ImageWriter.

It cruises through drafts at a blazing 250 characters per second. Produces sharp graphics. Creates near letter-quality text. And lets you print in six vivid colors.

Simply change the black ribbon to the continuous cloth, multi-color

ImageWriter II 32K Memory Option.

ribbon, and you're ready to churn out reams of yellow, red, blue, orange, green and purple output.

You can print pictures and greeting cards with software like Stickybear Printer. Design your own color drawings with Blazing Paddles and Dazzle Draw. And whip out color business graphics using Super-Calc 3A, pfs: GRAPH or Mouse Calc.

As you would expect, you can vary the pitch and spacing on the ImageWriter II. And print in standard or half height.

But as you would probably never expect, the ImageWriter II is also expandable.

By adding the ImageWriter II 32K Memory Option print buffer, you can continue to compute while the printer continues to print.

Attach the ImageWriter II SheetFeeder, and you can automatically load single sheets of paper into the printer.

And by having your authorized Apple dealer install our AppleTalk™ Option, the ImageWriter II can even be shared by several different Macintosh™ workstations.

Which means, for businesses, it can vastly improve the looks of one very important piece of paper:

Your budget sheet.
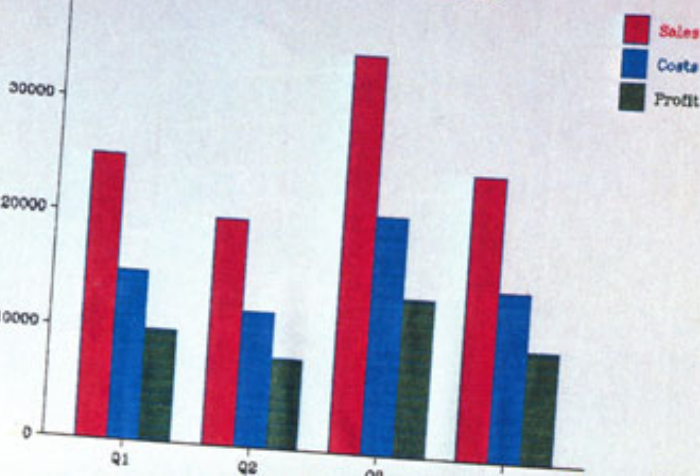
Stop flipping between floppies.

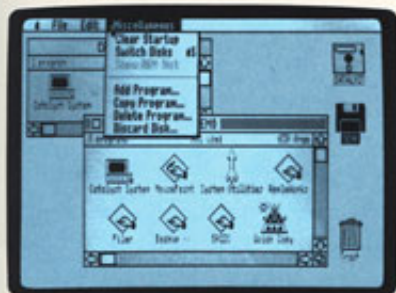We call it the "floppy disk shuffle."

Having to boot and re-boot floppy disks every time you want to go from one application to another.

Well, the end of your shuffling is in sight.

Catalyst 3.0 with desktop icons.

Quark, Inc., will soon be shipping a unique new program called Catalyst™ 3.0 that's designed to be used with Apple II computers equipped with mass storage.

Catalyst 3.0 lets you install multiple programs on a single storage device. Macintosh-type desktop icons show you what's loaded on the program. To select the item you want, simply use an optional mouse or keyboard to open the file.

Look for Catalyst 3.0 to show up on dealer shelves soon.

Then you'll finally be able to boot all those floppies for good.

A plug for our new modem.

With the introduction of our new Apple Personal Modem, we've solved one of the biggest problems known to modems:

Where to hide them.

The Apple Personal Modem plugs directly into a standard A/C wall outlet. So unless your computer room is decorated with paisley wallpaper, it'll blend right into the immediate surroundings.

Of course, aesthetics aside, it's also one darn good modem.

The Apple Personal Modem offers 300/1200 baud operation. Has the latest VLSI technology. Features automatic dial, re-dial and answer capabilities. Uses the industry standard Hayes AT Command Set. Plus it's totally compatible with current Apple communications software.

And even though we designed the Apple Personal Modem to be out of sight, there's one part of it that's definitely not:

The price.

We've increased our drive.

Our capacity for work just got bigger.

The new Apple UniDisk™ 3.5 external drive uses 3½″ dual-sided microdisks to add a humongous

800 kilobyte capacity to your Apple II, II+, IIe or IIc. Which is more than five times the amount of storage available from a standard 5¼″ drive.

The UniDisk 3.5 is also faster than 5¼″ drives. So you'll spend less time listening to that all-too-familiar whirring sound.

You can even "daisy chain" a second UniDisk 3.5 off the first one. In case you're planning to write the next great American epic or something.

As you may not know, disk drives are the most vulnerable components of any computer system. So it's nice to know that no other disk drive is closer to fail-safe than our UniDisk 3.5.

Because no other company has our dedication to quality. Our concern for reliability.

Or our drive.
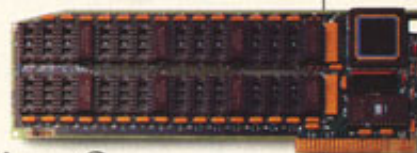
Coming Soon: The biggest Apple IIe in memory.

The Apple II Memory Expansion Card should be on dealer shelves soon.

Before long, you'll be able to instantly and easily add another 256K, 512K, 768K or full megabyte of RAM to your Apple II, II+ or IIe. Making it one of the most powerful personal computers in its class. Or business. Or home.
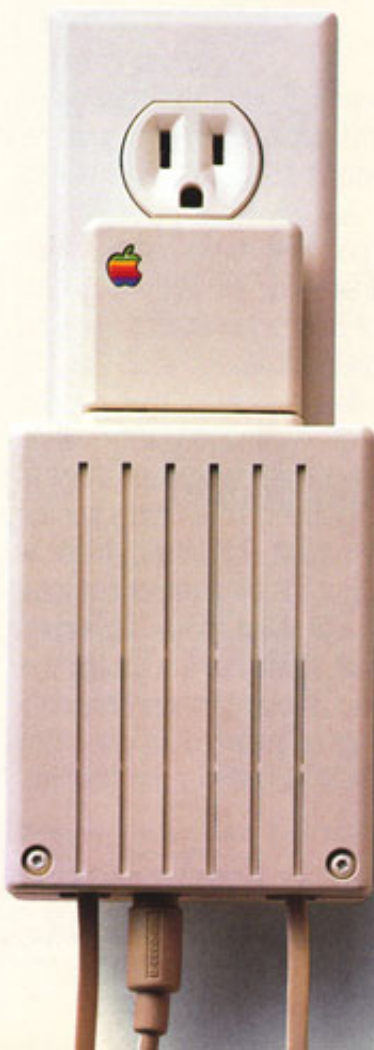
Snow white and dwarf monthly payments.

Once upon a time, most people had to dwindle their checking accounts down to the right side of the decimal point in order to buy an Apple.

Or stretch their charge cards to the place where they didn't have a choice but to leave home without them.

Then, mercifully, our finance department invented the Apple Credit Card.

With an Apple Credit Card, you may qualify for up to $2,500 of instant credit to spend on the Apple computer or peripherals of your choice.

And, from now until December 31st, 1985, we'll generously waive the 10% down payment.

Which means the only thing you'll have to come up with are the small monthly payments.

Getting your Apple Credit Card is almost as easy as breathing. All you need is another major credit card. And a valid I.D.*

Which means, that very same day, you'll be able to take your new Apple home.

Where you'll both live happily ever after.

Group therapy for Apple users.

Have you ever felt like you needed help—serious help—with your Apple, but didn't know where to turn?

Then we suggest you join an Apple Users Group.

From Kennebunkport to Kaanapali, Apple Users Groups are springing up by the dozen.

They meet to discuss ProDOS,™ Pascal and WPL. Exchange public domain software. Demonstrate new products. Listen to guest speakers.

And provide the kind of moral support that comes in handy after "Range error" has popped up on your DOS 3.3 screen for the 42nd consecutive time.

Many groups publish regular newsletters and magazines. And operate bulletin boards that let you get the information you want from the comfort of your own modem.

But the most important thing to know about Apple Users Groups, is that they're not just for hackers. In fact, most members have only novice or intermediate computing skills. Which is why they join in the first place.

To get in touch with the Apple Users Group in your area, check with your local authorized Apple dealer.

With over 400 Apple Users Groups already in existence throughout the U.S. and Canada, chances are the help you need is right around the corner.

Your computer should join a health club.

Computers—even Apples— can sometimes be temperamental little devils.

And if something goes wrong with yours after the 90-day limited warranty expires, you're the one who'll be out of shape.

Unless you get Apple*Care*.℠

Apple*Care* is our extended service contract that covers the cost of parts and labor for up to three years. And the annual fee is usually about half the cost of a single repair.

You can buy Apple*Care* from your participating authorized Apple dealer. And the contract will be honored at more than 2,400 Apple dealers across the country.

So even if you decide to move to some out-of-the-way place like Keokuk, your Apple*Care* coverage will go along with you.

Although we can't guarantee your family will.